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**MD Health Benefit Exchange**  
**Interagency Memorandum of Understanding (MOU) with the Hilltop Institute**  
**Take Up Study**

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In 2011, the Exchange released an RFP to procure a consultant to estimate the enrollment in the Exchange, and the Exchange's economic impact to Maryland. After evaluation, it was recommended by the evaluation team to not proceed with the award because the offerors were not appropriate for the work. In 2011, The Hilltop Institute completed a study for DHMH regarding the Basic Health Plan. As part of the analysis, Hilltop estimated the enrollment in the Exchange and the impact of federal subsidies into the state of Maryland. It is the Exchange's recommendation that the Exchange build upon the work already begun through Hilltop through the BHP analysis to complete a full-blown analysis for the Exchange.

Scope of Work	Description
<b>Reform Financial Simulation</b>	<p>Hilltop will develop a Health Care Reform simulation/model also known as the "take-up" study that will:</p> <ul style="list-style-type: none"><li>• Analyze aggregate take-up (estimated enrollment) and costs</li><li>• Provide a detailed analysis of the economic and demographic characteristics of the individuals who are likely to enroll in the Exchange.</li><li>• Estimate potential enrollment through the Exchange through the year 2017</li><li>• Provide and develop a robust analytic methodology, which will handed off to the Exchange staff to support future projections</li><li>• Provide key policy and operational assumptions that drive enrollment trends.</li></ul>
<b>Total Cost Not to Exceed</b>	<b>\$199,815</b>